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(54) **METHOD, APPARATUS AND SYSTEM FOR
ENHANCING A USER'S ENGAGEMENT
WITH A SERVICE**

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ABSTRACT

Method, apparatus, system, computer program product and computer readable medium are disclosed for enhancing a user's engagement or experience with a service. The method comprises obtaining the user's current active level with respect to the service with respect to the service; determining a target active level; and sending the user a notification about the service at a time determined based on the user's current active level and the target active level, so that the user is notified of the service without being severely annoyed.

